

- Alimentos Polar ■ NongFu Water
- San Benedetto ■ Al-Tameem

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Magazine 2010 05





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“ Innovation
and
internationalisation:
the keywords
to drive
growth ”

smi group

Editorial

In 2010 the packaging sector reported a slow but steady recovery of orders for bottling and packaging machines, which suggests that the scenario for the end of the year will certainly be better than that of 2009, although it will still be a negative one compared to the pre-crisis figures of 2007-2008. The fall in interest rates and the depreciation of the euro against the US dollar have helped European companies face the long wave of the 2008-2009 economic crisis, though the positive effect of such trends is bound to wear off in the long run. In such “stormy” times Smigroup’s companies continued to invest a substantial amount of their turnover in innovation and research, well aware that only by designing ever more customer-focused solutions we will be able to grow and develop in the years ahead. After all, innovation is a vital part of our mission: thanks to the numerous technological innovations introduced on our machines since the beginning of the ‘90s, SMI has become a benchmark for the whole industry operating in this sector. Our constant vocation to design new solutions has also been rewarded at an institutional level, as well as in terms of sales results: on June 8th SMI was awarded by the Italian President Giorgio Napolitano and the Minister for Innovation Renato Brunetta with the “Prize of Prizes” on the occasion of the National Day of Innovation held in Rome at Palazzo del Quirinale.

Despite the crisis, SMI continued to expand its product portfolio. After presenting its new Smipal APS series of automatic palletising systems at the Drinktec trade fair in Munich in 2009, in July 2010 we launched the new Smiform stretch-blow moulding, filling and capping integrated systems featured in the BFS series.

A key contribution to reach these flattering results was provided by the labs of our SMILAB Research and Innovation Centre, where ideas produced by our technical staff become actual projects and then high-tech machines ready to meet the market’s expectations.

I don’t know what the future holds for us. But I know that at Smigroup we are ready to give our all to continue to grow and innovate, aware that the challenges we faced and won up to now will help us face the ones ahead.

Paolo Nava,
President & CEO
SMI S.p.A.

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In this issue

INSTALLATION

- 6.** Venezuela: Alimentos Polar
- 12.** China: NongFu Spring Water
- 20.** Italy: San Benedetto
- 28.** Iraq: Al-Tameem

INNOVATION

- 34.** New BFS series: stretch-blow moulding, filling and capping integrated system
- 42.** Smipack: the new FP 8000 CS automatic L-sealer
- 46.** Smilab: two years of innovations
- 47.** Renewable energy: the "solar pack control system" project
- 50.** Events and conferences: the "Smilab Days"

INFORMATION

- 54.** "Prize of Prizes": SMI receives award from Italian President Giorgio Napolitano
- 56.** Smilab at Expo 2010 with "Italy of Innovators"
- 60.** Smigroup on the net: a more accessible website thanks to a new home page
- 62.** Trade fairs: a 2010 full of events

smi NOW

Magazine 2010 05



Bottling companies' growing interest in innovative and practical packaging

The container's design is an increasingly crucial element to enhance the "personality" of the product.



CAPACITY
FROM 0.25
TO 10 LITRES



UP TO
36,000 BPH



NEW BFS SERIES:
stretch-blow
moulding, filling and
capping integrated
system.

FOR PET
AND PP
CONTAINERS



>> **PAG.34**



"PRIZE OF PRIZES"

On the occasion of the National Day of Innovation on June 8th, SMI was awarded by Italian President Giorgio Napolitano with the prestigious "Prize of Prizes".

>> **PAG.54**

Alimentos Polar



FOOD SECTOR
Alimentos Polar
Empresas Polar Group
Caracas, Venezuela
» shrinkwrapper
SMIFLEXI LSK 20 P
» conveyor belts
SMILINE



■ The food industry is increasingly focused on meeting consumer demand in terms of quality, authenticity and freshness of the products offered.

These need to be consistent with the principles of a healthy and balanced diet and compatible with the rigorous parameters of sustainable development, both in terms of production and consumption.

Thanks to in-depth studies on consumer habits and purchasing trends, today companies operating in the food & beverage sector are able to design innovative and original solutions

that allow them to retain a loyal customer base and gain new market shares.

All the main players operating in this industrial sector acknowledge the strategic importance of adopting new production processes and systems to meet these goals and offer quality products at reasonable prices and such a variety of products that will meet the tastes of most end consumers.

From here comes the need to invest in high-tech machinery and systems that are able to fulfil the requirements of new production



techniques involving maximum flexibility of systems and high levels of automation of processes, without forgetting packaging's role as a communications tool in terms of corporate image and product marketing.

Alimentos Polar is a Venezuelan company that distributes food and beverages in Latin America, North America, the Caribbean and Europe. Alimentos Polar chose

SMI's professional services and ability to innovate for the secondary packaging of its new moulded bottles for "Rikesa" melted cheese brand.

▪ Secondary packaging for moulded products



With its new PET "squeeze" format, Alimentos Polar presents an innovative and practical packaging solution for its "Rikesa" melted cheese, which is packed in a new plastic container, the first of this kind to be launched on the melted cheese Venezuelan market.

The main feature of the new packaging is the ergonomic design which through a practical hand-grip allows an easier handling for users.



SMI successfully took up the challenge launched by Alimentos Polar and, thanks to a detailed engineering study on the range, created a solution that guarantees a fluid handling of the new bottles entering the machine, even of containers with unusual shapes.

The solution also allows to monitor the handling of products and packs during all the stages of the packaging process, which is carried out using shrinking film and a flat cardboard pad in order to obtain a practical and resilient pack.



Packaging design: a new “look” for Rikesa



■ The quality standards Alimentos Polar specified when the project to expand “Rikesa” line’s production capacity was launched immediately proved to be rather high, as the proposed solution needed to comply with five crucial criteria: safety, eco-friendly standards, product quality, production efficiency and reduced management and maintenance costs. SMI came up exactly with the right solution

with its Smiflexi LSK 20/P shrinkwrapper, a Smiline DV 200 divider and handling systems for the product entering the shrinkwrapper.

The machines SMI supplied to Alimentos Polar are the ideal automatic packaging solution for food products with different sizes and features, thanks to the compact layout of the whole system and the wide variety of secondary packaging solutions that can be used with the installed automatic packer. Operating versatility, a key asset of Smiflexi’s shrinkwrappers, was at the heart of the Venezuelan firm’s decision to purchase a new LSK 20/P to expand the production line of its “Rikesa” melted cheese brand.

Alimentos Polar needed to use the line for two distinct products, which differed both in terms of material and design of the container: a traditional glass jar with a metal “twist-off” lid and a modern PET “squeeze” container with adhesive tape and a “flip-top” plastic lid. The two containers are packed by the Smiflexi LSK 20/P shrinkwrapper in

packs containing 12, 18 and 24 pieces.

The packaging solution chosen by the firm employs shrink film and a cardboard support on the bottom of the pack, which ensures a greater stability during the handling process up to the palletizer.

Alimentos Polar launched the new PET container to meet consumers’ new





purchasing habits, which showed preference for very practical, easy-to-open formats strongly emphasising on product quality and freshness.

The new "squeeze" format is rather innovative: it ensures high product quality and is a valid alternative to traditional tinplate cans and glass jars.

Its unique design is the result of years of research and has obtained prestigious international awards.

The new PET container is a safe and practical solution for consumers, thanks to its fully airtight lid. Moreover, by making the most of PET's versatility, it has been possible to create a variety of customisable shapes.

Innovation is crucial for Empresas Polar's business, as it allows the company to distinguish itself and consolidate its leadership.

■ Grupo Empresas Polar



The Empresas Polar Group holds a leadership position in Venezuela both in the food and in the beverages sector. With 30 production sites, 150,000 points of sale and over

30,000 direct employees, this company is the most important industrial, commercial and services structure of Venezuela's private economy and one of the most important industrial realities in the whole of Latin America.



Empresas Polar was established in Caracas in the Antimano area in 1941, when Lorenzo Alejandro Mendoza Fleury set up "Cerveceria Polar", specialised in the production and marketing of beer and malt. "Alimentos Polar" is then set up in 1954 and focuses on corn production (the raw material used to produce Polar beer).

Right from the start, the new company gives strong momentum to the production and marketing of corn flour, a fundamental ingredient for the traditional "Arepas", a corn-based flatbread which is a staple food in the traditional Venezuelan diet.

Over time Alimentos Polar diversified its production, which along with its "P.A.N." pre-cooked corn flour, also includes: "Mazeite" corn oil, "Primor" rice and pasta, "Quaker" products, "Pavesa" sauces and spreads, "Papero" tomato sauce.

Pepsi-Cola Venezuela is also part of the Empresas Polar Group and is responsible for the production and marketing of a wide portfolio of products: Pepsi, Pepsi Light, 7Up, 7Up Light, Sabores Golden, Agua Mineral Minalba, Gatorade, Jugos Yukery and other brands.



LSK Shrinkwrappers

Fully automated, operator-friendly solutions for a state-of-the-art packaging line



newly designed 330 g PET container. The PET jar original and dynamic shape presented SMI engineers with the challenging task of dealing with the product instability at the machine inlet. Smiflexi LSK 20 / P proved the ideal solution to process smoothly - with one machine - both glass and PET containers entering the packer in single lane, featuring a wide range of patterns (4x3, 5x3, 6x3 and 6x4). New Smiflexi LSK series stands out for an innovative modular design capable to provide high operational flexibility to customized packaging solutions. LSK machines reliability is now further improved by the use of mechanical and electronic high-tech components, previously featured only on high-speed models.

■ Behind the hefty investment in new machinery recently reported by Alimentos Polar is a new understanding of the production line, now thought of as an operator-friendly system, which can easily be expanded and enhanced thanks to its modular structure. The new system must ensure high levels of process automation,

operational flexibility and interchangeability of machine components. The line logistics is another key factor to space optimization for the expansion of the production line. With a strategic position in Alimentos Polar innovative line, Smiflexi LSK 20 / P shrinkwrapper packs "Rikesa" melted cheese both in glass jars and in a



■ Isa Group Corporation



In Venezuela SMI is represented by the company ISA Group, whose expertise and know-how ensure high-level overall assistance to local clients. A team of skilled professionals help the customers devise the tailor-made packaging solution most appropriate to their specific needs. This type of approach has been highly appreciated by Alimentos Polar managers, who acknowledged ISA Group professionalism and responsiveness on the occasion of the launch of a new packaging line for the product "Rikesa".



The main benefits offered by LSK range:

- Versatility, that is capability to meet the variegated market demand as for container size (diameter from 50 to 200 mm) and packaging format (film only, pad + film, tray+film, tray only) depending on the machine model;
- Customization, as each machine can be equipped with a wide range of accessories to further enhance its basic functionality;
- Small size, so as to provide a solution for automatic packaging fitting conveniently even in limited spaces;
- Easy management, thanks to a simple and user-friendly man-machine interface console, equipped with advanced graphic,

touch-screen display and with a complete array of utilities for real-time machine diagnosis and technical support;

- Competitive prices: the application of state-of-the-art solutions and highly reliable components does not affect the excellent quality / price ratio which makes of Smiflexi LSK series one of the most valuable packaging solutions available on the market.





WATER & CSD SECTORS
NongFu Spring Water Co.
YST Group
Zhejiang, Hubei e
Guangdong, China
» 6 casepackers
SMIFLEXI LWP 25



■ The Chinese bottled water market

Growth prospects for China's bottled water market show positive signs and scenarios for the economy of the great Asian country. According to a recent study conducted by experts at Canadean, there has been a slowdown in the increase of bottled water consumption in the Western world.

Owing to the relative maturity of the market, some economies have been severely affected by the combined effect of the international economic crisis and consumption stagnation.

On the contrary, the Chinese bottled water sector presents a very different picture, as in recent years it has been growing at breakneck pace reaching substantial volumes.

However, Canadean's forecast on the global consumption of soft drinks is relatively positive: demand is estimated to report a 2.6% increase on the long term; still drinks, juices and nectars and bottled water are expected to be the most dynamic categories; the increase in countries experiencing strong growth such as China, India and Indonesia is likely to offset the slowdown in consumption rates in Western markets.

NongFu Water

and the glory of the “Lake of a thousand islands”

■ Of the production sites owned by NongFu, the plant devoted to bottled water on the “Lake of a thousand islands” is particularly important.

The “Lake of a thousand islands” or Qindao Lake is a magnificent natural gem and one of China’s most popular tourist destinations.

The lake is famous for its clear, drinkable water, distributed under the well-known NongFu Spring Water brand. It also enjoys an idyllic quality of life.

It has been said that here “people live in homes with scenic views, they drink natural spring water, they eat fish freshly caught from the river and breathe pure oxygen”.

The lake covers an area of 560 sq/km with as much as 1,079 islands, which give it its name.

The large forest preserve around the lake completes the area’s wonderful natural scenery.

The lake formed following the construction of an artificial dam for Xin’anjiang’s hydroelectric plant in 1959 and in 1982 it was included in the list of the country’s most important tourist destinations.

Beautiful sites located in

the area were then opened to the general public, such as the Fuxi Stone Forest, the panoramic viewpoint from the Meifeng peak, the Wenxin and Qianbi islands, the islands populated by monkeys and deers, the island with the “mythological dragon”, the islands with minks, valuable dog breeds, etc. The area also offers many recreational activities: seaplanes, water skydiving, hot-air balloons, ostrich racing, wooden huts, fish shooting, fishing and a fishing festival. The area offers picturesque landscapes to contemplate all year round: in spring flowers colour the mountains and islands, the clear waves attract swimmers in summer, red leaves announce the arrival of autumn and in winter the mountains are covered in snow.



The YST group

and the bottled water market



■ Yang Shen Tang Company (YST) is one of the best-known companies in China in the bottled water production field. The group has undergone extraordinary development and is experiencing constant progress still now.

Initially the company set up by Zhong Shen Shen in 1993 operated only in the pharmaceutical and cosmetics sectors, but right from the beginning it pursued growth opportunities in the bottled mineral water market.

At the beginning of the '90s the demand for bottled

water was still limited and not the least comparable with current consumption levels.

When NongFu Spring Water was set up 1996 water consumption habits were changing fast and in little time three production sites were set up in Zhejiang (near Shanghai) to meet growing market demand.

Today NongFu Spring Co., which includes 12 production sites, is one of China's 10 leading companies in the beverages industry.

The firm's parent company, Yang Sheng Tang Co. (YST), includes various subsidiaries

(including pharmaceutical and food-processing companies and medical research institutes), along with NongFu Spring Co. and the Beijing Pharmaceutical Company.

Over the last decade, NongFu Water has been growing at a fast pace: from 1996 to now the company has made constant investments to meet increasingly pressing demand, both in terms of quality and quantity. NongFu Spring recently contacted SMI - the two companies began to work together in 2001 - for the installation of six Smiflexi wrap-around case packers (part of the new LWP 25 series) to pack 4L water bottles.



The success of NongFu Spring Water

■ The extraordinary evolution of this company seems to be relentless.

In 2003 "NongFu Spring" was "the most famous brand in the domestic market"; in 2004 it was awarded with the national certificate for food quality and safe access to the market (QS), while in 2008 it received Reader's Digest "Platinum award as most trusted brand", the only award for the Chinese beverages industry.

International market research heavyweights consider "NongFu Spring" one of China's most popular products.

To give an example, according to the report on consumption in China compiled by AC Nielsen, the world's leading market research company, NongFu Spring is one of the top six best-known domestic brands in the consumer goods industry.

The motivated staff working at NongFu are a key asset to the chinese leading company, as each and every member contribute to achieving the goal of providing products and services targeted to improve peoples health.



Nature and health

at the origins of a strong evolution

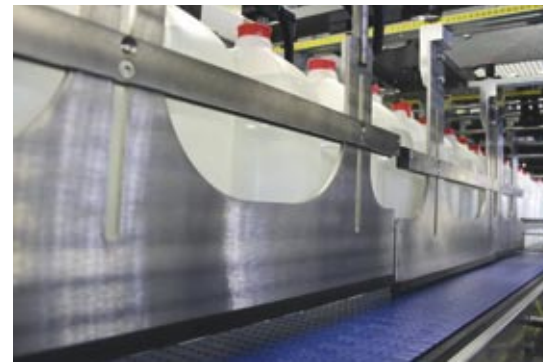


■ Established in 1996, today NongFu Spring Co. Ltd. is one of the top ten Chinese companies operating in the beverages industry and is one of the key businesses amongst the domestic leaders of the agricultural industrialisation. Moreover, the “NongFu Spring” trademark is one of the best-known commercial brands in China. The company has been firmly committed to the concepts of “health” and “nature” right from the start and these have been distinguishing features of

the brand itself and are at the heart of the company’s mission to “build plants and fill [bottles] directly at the water source”. From 1996 to now the Chinese company built four large-scale plants to bottle water and fruit-based drinks: near the “Lake of a thousand islands”, Jingyu’s mineral water spring, Hubei Danjiandgkou’s spring and Guangdong Wanlu Lake. High quality water springs combined with the use of some of the world’s leading-edge machinery and production plants

make NongFu Spring Co. Ltd. a unique business in the Chinese water and beverages industry. From 1997 (when NongFu Spring’s bottled water brand was launched on the market) up to now the production capacity of the Chinese company reported constant growth. From 2003 the firm further consolidated its presence with launch of new products such as fruit-based drinks, energy drinks, juices and mixed beverages containing juice. The company established itself as reference point for the Chinese bottled water sector.





Its ability to stay competitive is ensured by the use of cutting-edge machinery, by a computer-based management system, by accurate checks on the

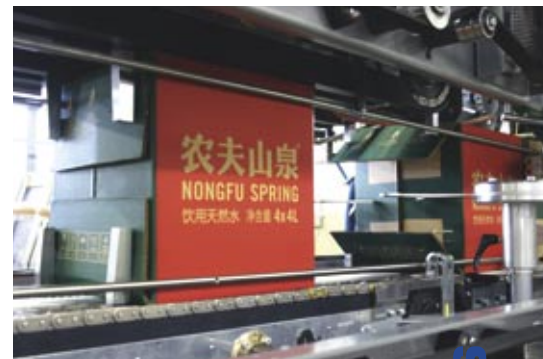
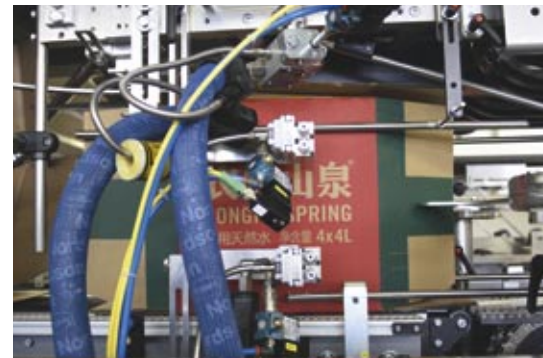
quality of the products throughout production and by the use of high quality materials.

■ Market prospects

In 2009 bottled water consumption in China increased by over 11% compared to a year earlier, with an average per-head consumption of 15.5 litres.

Sector forecasts expect growth also for the years ahead: in 2010 per-head consumption is expected to reach 18 litres, which equals a market volume of 24bn litres.

Increased emphasis on personal health and on quality food and drinks is leading a growing number of Chinese consumers to turn to bottled water and, according to recent market research, the sector is expected to report an annual growth rate of 7% for the next five years. This leaves no doubts on the big growth potential for businesses operating in this market and the bottled water market itself.



THE CUSTOMER'S OPINION

Interview with Cao Xuebing, Production Manager at NongFu Spring Water Co.



Above: from the left Cao Xuebing, Production Manager at NongFu Spring Water Co., with Joseph Chen, Sales Manager at SMI China

NongFu Spring Co.'s plants employ a number of packaging machines manufactured by SMI. What are the main benefits for your company?

"From an operating point of view, SMI's packaging machines installed as part of our production lines are high quality and very flexible products. We need to carry out production changes fairly often and

SMI's machines allow us to carry out maintenance, format change and resume full production easily and quickly. To cater for growing demand for new formats, it would be an additional benefit to be able to add other formats at no further cost."

SMI is a long-standing supplier of the YST group and NongFu Spring Water Co., with a total of 40

shrinkwrappers installed, along with the 6 new Smiflexi LWP series wrap-around case packers which are due to be delivered shortly. What are your company's expectations from this new supply of machines?

"With SMI's new supply of products, NongFu Spring Water Co. aims to maintain the high levels of efficiency of its plants and, at the same time, increase their production capacity to growing market demand. Moreover, we plan to offer our consumers a wide range of secondary packaging solutions to strengthen our product's image."





What are the reasons that led NongFu to invest in the purchase of 6 new Smiflexi LWP 25 wrap-around case packers?

“Personally, I feel that two elements played a key role during the decision process: the excellent quality of the machines supplied by SMI and their unmatched price/quality ratio.”

How important is SMI's direct presence in China with its representative offices in Guangzhou and Nanjing for NongFu Spring Water Co.?

“SMI's local staff has always followed our company very closely, providing all the information we needed to solve any issues on a daily basis.

However, to be fair I should say that in some cases we have noticed a few problems

related the organisation of their technical support service.

I realise that the number of machines installed by SMI in such a large country is constantly growing and that staff in its offices in Nanjing and Guangzhou are doing their best to help everyone. Nonetheless I believe that SMI still needs to make some improvements in terms of organisation, so that its technical support service will reach even higher standards.”



San Benedetto.



WATER & CSD SECTORS
Acqua Minerale
San Benedetto S.p.A.
San Benedetto Group
Scorzé (VE), Italy
» multi-packer
SMIFLEXI MP 300 

■ “Learning to create well-being from nature” is San Benedetto Group’s guiding principle, which is encapsulated in its mission “Resources for Life”, at the heart of the group’s continued development. All the activities of the company based in the Veneto region revolve around the concepts of “well-being and focus on consumers’ needs” and “protecting the environment and its resources”. To operate whilst protecting the environment, San Benedetto uses the best technology available on the market: cutting-edge solutions that are able to improve the efficiency of the production process and

safeguard essential values such as the environment, quality, safety and well-being. With the view of meeting all our customers’ needs, which involves providing quality products with a practical and innovative packaging, Acqua Minerale San Benedetto SpA recently installed a new Smiflexi MP multipacker with cardboard sleeve overwrap and an output of 300 packs per minute. The new machine will be responsible for packing the new 18 cl. “Alice” glass bottle for Schweppes Tonica, which the company based in Scorzé manufacturing plant and distributes in Italy with the authorisation of Schweppes Int. Limited.

San Benedetto Group: yesterday and today

■ Established in 1956 to bottle Fonte San Benedetto and Fonte Guizza mineral waters - both water springs being located in Scorzè (near Venice) - the Acqua Minerale San Benedetto Group soon went from being a small local manufacturer to a large company with a national presence and a view to expand abroad. Owned by the Zoppas family of entrepreneurs from Conegliano, who started the business together with the Scattolin brothers, it is a leading company in its sector. After the initial development, since the end of the '70s San Benedetto has firmly invested in innovation and new production technologies. In 1980 the company based in Scorzè (Venice) was the first company in the Italian beverage sector to use PET bottles.

The following years were marked by the company's strong international vocation, which led the San Benedetto group to sign a series of important agreements with the main players in the soft drinks market: in 1984 the company started its collaboration with Cadbury

Schweppes Int. for the production and distribution of Schweppes' own brand products in Italy, while in 1988 the firm secured an agreement with PepsiCo International for the production and marketing of its Pepsi and Seven Up brands. Today the San Benedetto Group, which operates in over eighty countries in five continents, is the leading, wholly-Italian group in its sector in Italy, the second-largest player in the soft drinks market and ranks 16th in the "food & beverage" segment. The figures of the Veneto-based company are self-explanatory: 5 product categories, 9 brands, 130 products, various formats distributed all over the world, 2,300 employees, a consolidated turnover equal to 875m euros (2009), 17m products manufactured in Italy on a daily basis...

San Benedetto operates two plants in Spain where two Smiform stretch-blow moulders have been installed for the production of large-capacity PET bottles. The company also runs a production plant in Poland and one in Hungary. In France Gruppo Acqua Minerale San Benedetto



set up "L'Européenne d'Embouteillage", a joint venture created in partnership with Orangina Schweppes International and specialised in the production of mineral water and soft drinks, while in Mexico it established IEBM (Industria Embotelladora de Bebidas Mexicanas), a joint venture with Dr. Pepper Snapple Group.

Water is life!

...between history and interesting facts



■ Water has always been a precious and indispensable resource for the life of mankind and that of every living being.

In the known universe, only where there is water there is life. In primitive cultures, water was considered a feminine emblem for fertility.

Proving the deep importance of water is the idea held in the Magna Grecia area - the term refers to the ancient Greek colonies in Southern Italy and Sicily - according to which every thing visible in the sky and on earth was the result of the alchemic combination of four elements (Water, Air, Earth and Fire).

Moreover, people thought that planets, because of their similar composition, influenced the behaviour of

people born during specific combination of stars.

They attributed a "creative" capacity to water signs.

Thales of Miletus (624 - 546 BC) was the first Greek philosopher to offer a scientific-philosophical theory on nature, choosing water as the primordial element that puts off fire, dissolves in earth and absorbs air.

Each element, when combined with water, gives life to every creature in the living system, as this originates from water. Indeed, water is a source of life, both in the sea and in a mother's womb.

Again at the time of Magna Grecia, people believed that gods living in water springs were also responsible for protecting them.

Many traditions around the world and all ancient and modern cultures associate life and its mysteries with water's sacred nature.

Unfortunately today we have forgotten these traditions and their ancient, ritual and propitiatory significance, focused on the respect for water and for its vital role in mankind's life.

To give an example, the tradition of throwing coins in the Trevi Fountain in

Rome still lives on, with many believing that tossing the coins in the fountain brings luck and is a good omen.

However, many have forgotten that this propitiatory gesture dates back to a tradition to ingratiate the favours of the god protecting the fountain, for the gift and prosperity of life.



- Producing in harmony with nature



The company's motto, "San Benedetto: Resources for Life" encapsulates the close connection the company has with the area in which it operates.

The values it describes are consistent with the product's purity, with the marvellous landscape of the area where the product originates and the benefits that it offers to consumers wishing to maintain a healthy and balanced lifestyle.

San Benedetto's mineral water is an oligomineral water and comes from the perennial snow of the Alpine glaciers in the Veneto region, in an area rich of natural resurgent rivers.

The long and slow path that water follows along limestone and Dolomite rocks adds mineral salts, making the water particularly suitable for everyday consumption.

It helps improve digestion, boasts diuretic properties and is particularly indicated for low sodium diets and during breastfeeding. The bottling process of this very valuable "natural resource" began in 1956, with environmentally-sound principles and great attention for product quality.

Every day the product undergoes as much as 800 tests right from the beginning of the bottling process and tests are also carried out on samples of the packaged product.

Smi and San Benedetto: technological versatility focused on customer satisfaction



- The San Benedetto Group has always kept a close eye on its customers' specific needs and is able to meet a wide range of expectations by customising its product packaging solutions and providing a quality service to end consumers.

To promote its new 18 cl. "Alice" format, the company based in the Veneto region has chosen an innovative and impressive packaging, produced in partnership with SMI: cardboard sleeve overwraps, the

best solution to convey the "personality" of an elegant and refined drink, with a distinctive taste and an exclusive shape such as Schweppes' tonic water. According to recent studies by authoritative research institutions, in retail points of sale (supermarkets, large shopping centres, ect.) many of consumers' purchasing choices are driven by emotion. An attractive packaging solution with an emphasis on logistics requirements

is a key business support that can direct the public's attention towards a specific product.

The range of packaging machines produced by SMI's Smiflexi division includes high-tech machines that can provide truly innovative custom-made packaging solutions.

The MP series multipackers can pack plastic, metal and glass bottles, cans and cartons according to several packaging solutions (multilayer packaging; with bottle necks inside or outside the punch; with integrated handle; with lateral retaining flaps), in order to meet the largest amount of specific requirements put forward by our consumers.

The new 18 cl. "Alice" glass bottle, launched on the market in March 2010, has a new image featuring a design with clean and essential lines that combines Schweppes' unique quality with the elegant and refined style of an exclusive, sophisticated and very attractive shape.

Acqua Minerale San Benedetto SpA chose to rely on SMI's experience for the secondary packaging of this new product.

The new high-tech bottling line is the most innovative solution of its kind in this sector.

Smiflexi's MP 300 TRBF packaging machine meets the production requirements of 36,000 BHP with a 2x2 collation

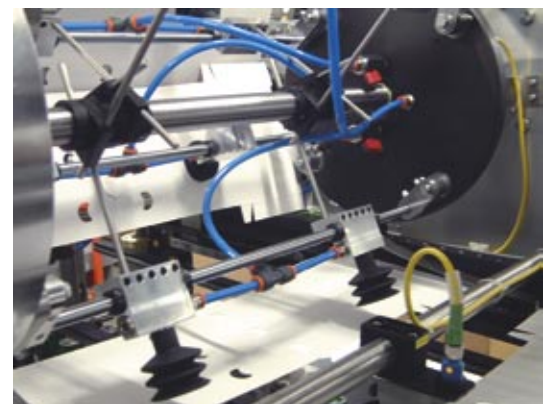


solution for 18 cl. bottles and 2x3 for 10 cl. bottles.

Packs have bottom reinforcement flaps: a multipack solution with attractive graphics and a strong visual impact, shock-resistant, easy to handle, open and stock. With "Alice" Schweppes strengthens its leadership in the tonic water sector.

With its 220 years of activity, the product has entered the global "history of drinking" by its own right and has become a reference brand for this market segment.

Its new image is meant to target young and trendy customers as part of a comprehensive, varied offer suitable for all palates.



Feel the springtime with San Benedetto mineral water



San Benedetto mineral water helps you regain your daily wellbeing.
Pure origins, balanced minerals and trace elements for
natural hydration and detox...

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SAN BENEDETTO
Acqua Minerale Naturale
OLIGOMINERALE

▪ THE CUSTOMER'S OPINION - Interview with Giovanni Cattaneo, Operations Director at Acqua Minerale San Benedetto SpA.



Eco-friendly values, quality products and a close eye on consumers' well-being are the strengths of your company's corporate policy. How important is the contribution offered by high-tech machinery to reach these goals?

What is the key of Acqua Minerale San Benedetto's success in Italy and abroad?

“San Benedetto's keyword is: innovation.

For us innovation is the ability to think ahead and anticipate consumers'

ever-changing demands and needs and translate them into high quality products offered on the market (as, for instance, shown by the launches of “Batik Break”, the probiotic drink with fruit juice and milk cream - enriched with probiotic fibres that help regulate digestion - and “Thè Verde”, our green tea brand which was recently appointed as “Product of the Year 2010” in its product category by Italian consumers).

Innovation also means energy savings and ongoing research.

Since the beginning of the '80s we have been heavily investing in technological innovation and we were the first to market PET containers in Italy and we even obtained patents on the production of plastic bottles.

Over time this open attitude led us to improve our production efficiency, our attention in choosing raw materials and towards the energy we use and packaging disposal, striving to make our packs more and more eco-friendly.

Such technological effort led us to encompass the “energy-saving” philosophy in our strategy to drive our R&D activities, re-focusing our product and process development activities on environmentally sustainable principles.

Innovation levels attained and the strong technological know-how acquired have enabled the Company to design and launch a generation of eco-friendly bottles with a lower plastic content.

Indeed over the last 25 years, we conducted studies that allowed us to improve the entire production process and to reduce the amount of plastic we use for each bottle, which in turn led to lower CO2 emissions.

In that respect, an independent certification body (CSQA) has certified the gradual reduction of CO2 from 1983 to 2008.

Our focus on energy savings also includes production systems,

transport and stock processes and is moving nearer to distribution and consumers.

Moreover, our strength also lies in the fact of being a total beverage company, where 55% of our business falls under the 4 non-water categories: tea, fizzy drinks, fruit-based drinks and sports drinks.

This means our presence covers all channels and occasions when the product is used with specific products and formats.

Indeed we provide a comprehensive and transversal offer comprising 9 brands and 130 products that are able to meet all consumer and trade needs, ensuring quality products and an excellent service.

This allows all players part of the manufacturing process to design, together with our group, an effective product offer in line with market trends and adapted to where and when the product is used.”

Schweppes Tonic's new "Alice" bottle has a very elegant and attractive design.

What role did the collaboration with SMI play in producing the packaging for this new product?

“We worked very closely with SMI, with the shared goal of reaching the best result.

Also thanks to such commitment, the competent and professional work carried out by the supplier contributed to obtaining this result - as proved by the new “Alice Schweppes Tonic” 4-bottle pack, which completes an impressive packaging solution: a design with the right touch of elegance and functionality.

This winning mix of “ingredients” is crucial to the success of a product.”

What characteristics should a supplier have to meet San Benedetto Group's quality standards?

“Suppliers working for San Benedetto have been rigorously selected to ensure the best results in terms of quality.

Clearly, our choice tends to be towards companies that stand out in terms of innovation, both in terms of a quality exterior looks and for being able to combine this aspect - as in the case of Alice, mentioned above - with functionality.

San Benedetto works with businesses that know that they are competitive under every aspect, both in terms of costs and speed, as well as flexibility in offering all their know-how.

That is to say all the skills that can meet the quality, safety and innovation requirements that a professional leading company wishes to pass on to its consumers.”

▪ San Benedetto and retailers: allies to develop an eco-sustainable culture

The year 2010 saw the development of the first example of alliance between industry and retailers in Italy to recover plastic bottles directly at points of sale.

The goal of the collaboration project was to raise awareness on recycling among consumers to reduce the impact on the environment.

Thanks to a promotional scheme that awards loyalty points for every bottle put into special bins, consumers play an active role in the “PET recovery” project.

The initiative involved supermarkets and large shopping centres based in the Veneto region, where PET bottled recycling bins were placed.

The project generated strong interest and proved that consumers are increasingly aware of environmental issues and of the importance of a healthy and balanced lifestyle.

Al-Tameem.



WATER & CSD SECTORS
Al-Tameem
Al-Tameem Group
Kirkuk, Iraq

- » 3 stretch-blow moulders SMIFORM SR 8
- » 2 shrinkwrappers SMIFLEXI SK 600 T
- » 2 handle applicators SMIPACK HA 70



■ “Al-Tameem Cola” is produced in the multiethnic town of Kirkuk, which well represents the fast economic development and progress recently achieved in Iraq.

Kirkuk, capital of the General Government of the same name, is located in Northern Iraq, at around 250 km from the capital, Baghdad, in that legendary land known in the past as Mesopotamia and sits on the ancient ruins of Arrapha, the town that thousands of years ago was the battlefield of equally legendary empires, such as the Assyrian and Babylonian reigns.

The presence of the country's biggest oil field - which is also one of the most valuable ones in the world - has made the town one of Iraq's most important industrial centres today. But Kirkuk stands for much more than just oil fields. The town, whose history dates back to 5000 years ago, is first of all an important cultural centre, which in 2010 was elected “Iraq's cultural capital” by the Minister for Culture. Kirkuk is also the most multiethnic town in Iraq: walking through the squares in the town's historical centre, underneath the low Ottoman

stone vault, there is a very heterogeneous population consisting in Kurds, Turkmen and Arabs.

The town is also a big industrial hub that in recent years was at the forefront of intense development in various economic sectors (including the bottled water and soft drinks markets).

From here stems Al-

Tameem Soft Drinks' decision to invest in the purchase of two new production lines, which include the supply of 3 Smiform SR 8 rotary stretch-blow moulders, two Smiflexi SK 600/T automatic shrinkwrappers and two Smipack HA70 handle applicators.



Bottled drinks:

the rapid development of the iraqi market



■ Over recent years the Iraqi bottled water market reported a real economic boom.

Businesses operating in this sector that invested in high-tech machines were able to seize the many opportunities generated by new consumption trends, reporting a substantial production increase and launching new products to meet the consumer market's various needs.

Al-Tameem Soft Drinks Co. is a company that well represents the rapid expansion of Iraq's bottled water and soft drinks sector. In just under ten years, the business was able to build the foundations of its current success, which it achieved thanks



to the entrepreneurial talent of its founder, Ahmed Abdulwahap Saleh.

After setting up production in a 5000 m² factory in 2000, the Iraqi firm gradually increased its plant's production capacity and expanded its product range.

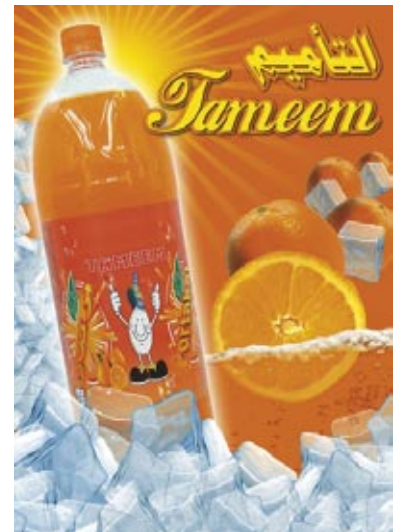
From here came the need to build new production units: in 2009, after just nine years from its creation, its production area covered over 92,000 m².

Motivated by the desire to meet the needs of Iraqi consumers, Al-Tameem Cola started to heavily invest in cutting-edge technology and since 2006 has been relying on SMI's professional and competent service for the supply of new systems.

Al-Tameem choose the Italian company also for



its 14.400 BHP lines and asked it to create the best solution for the production of multi-flavoured drinks part of its "Tazech & Tam" brand.





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▪ THE CUSTOMER'S OPINION - Interview with Ahmed Abdulwahap Saleh, owner and General Manager of Al-Tameem Soft Drinks Co.



What are the key reasons behind the rapid success of Al-Tameem Cola?

“First of all honesty and constant commitment. We are a young company and we aim to meet consumer demand in terms of high quality products. It was 2000 when I began to produce drinks under the Tameem Cola, 7 Up and Orange brands in a plant covering just 5,000 m². Today, just ten years after,

we can say we have become markets leaders and our production is carried out in plants covering a total area of 92,000 m². A truly resounding development - the key to such success lies in our company's ability to increase efficiency, improve its product range and, above all, invest in the purchase of innovative technology that constantly enhances our production quality, so much that on the market the “Al-Tameem

Cola” brand has become a byword for “quality” and “sustainability”.”

What are the main reasons that have led Al-Tameem Soft Drinks Co. to invest in two new production lines, which include three Smiform SR 8 stretch-blow moulders, two Smiflexi SK600/T shrinkwrappers and two Smipack HA70 handle applicators?

“The construction of a new 75,000 m² production site allowed us to meet new demands coming from the market and end consumers and to adapt our plants to ongoing environmental and sector changes. The production launch of the new soft drinks part of the “Tazech & Tam” brand was made possible thanks to the installation of two new bottling lines. For the first one Al-Tameem Soft Drinks Co. bought from SMI two Smiform SR 8 rotary stretch-blow moulders, a SK600/T automatic shrinkwrapper and a Smipack HA70 handle applicator, while for the second the business invested in a Smiform SR 8 stretch-blow moulder, a SK 600/T automatic shrinkwrapper and a Smipack HA70 handle applicator. Both production lines focus on bottling PET containers with various capacities ranging between 0.24 and 2.175 L. The management of this product

▪ About Al-Tameem Cola

range, both in the blowing step and the secondary packaging step requires high-tech machinery with a considerable operative flexibility and quick and simple format change systems. Smiform's rotary stretch-blow moulders produce 0.20 L, 0.24 L, 0.95 L, 1 L, 1.45 L and 2.175 L PET bottles, which are then packed by the Smiflexi SK 600/T shrinkwrapper in a variety of collations (6x4, 4x3, 3x2, etc.) in packs using just shrink film or in the tray + film solution."

What drove Al-Tameem Soft Drinks Co. to introduce SMI's stretch-blow moulding and packaging systems in its production lines?

"The choice fell on SMI for the high performance levels attained by the Italian manufacturer's machines purchased in 2006. Over the years we have been able to appreciate the professional service and experience of SMI's technical staff both in stretch-blow moulding and end-of-line packaging. The reasonable prices, the machines' efficiency, the very user-friendly format change operations and the low servicing costs are among the main reasons that led Al-Tameem Soft Drinks Co. to confirm its trust in SMI for its new investments."

Al-Tameem Soft Drinks Co. Ltd. was established by Ahmed Abdulwahap Saleh in 2000 and specialises in the production and marketing of fizzy drinks under the Tameem Cola, 7Up and Orange brands.

Entrepreneurial spirit and business success have been distinguishing features right from the beginning for this company, which in a few years went through rapid growth and is now one of the key players in Iraq's domestic economy. Al-Tameem Soft Drinks Co considerably expanded its production sites, going from the 5,000 m² area held in 2000 to the new 7,500 m² site built in 2003, whilst extending its product range with 15 new items in the meantime.

Iraq's soft drinks market is experiencing strong growth, as is its bottled water market.

The positive growth forecasts led Al-Tameem Soft Drinks Co. to direct its investments in this direction. In 2008 the Iraqi company decided to raise the bar and built a new 5,000 m² factory dedicated to the production of mineral water distributed under the "Mina Water" label.

The company's latest expansion has seen the construction of a new 75,000 m² plant, which enabled the company to further diversify its range of high quality products and launch the production of fruit juices and soft drinks under the "Tazech & Tam" brand.





- Choosing an “integrated” solution

Integrating stretch-blow moulding, filling and capping functions in just one machine offers significant benefits in terms of investment, overall dimensions and maintenance.

The direct connection between the blow moulding and filling technologies reduces the number of machines in the bottling line, as there is no need for a rinser or conveyor belts between the blow-moulding and the filling units or related accumulations.

As well as reducing overall dimensions, this solution also requires lower initial investment and subsequent maintenance costs. The integrated solution also minimises any risk of contamination between the containers, thanks to an innovative bottle transfer system between the blow moulding and the filling modules and considerably minimises sources of inefficiency in the line.

New BFS series:

an integrated stretch-blow moulding, filling and capping system

■ SMI's intense research and innovation has led to the development of an integrated stretch-blow moulding, filling and capping system as part of its BFS series, which completes Smiform products dedicated to the bottling of PET and PP products. Mainly developed for the still water, milk and edible oil markets, the integrated systems part of the BFS series combine the functions of a rotary stretch-blow moulder, of an electronic rotary filling machine and a rotary capper.

BFS Smiform's integrated systems stand out for their compact modular frame and the cutting-edge

technology of the design, which ensures a perfect synchronisation between the "dry" environment of the stretch-blow moulding module and the "wet" environment of the filling module.

With its excellent price/quality ratio and very low operating and maintenance costs, the BFS series is the ideal solution to manufacture, fill and cap PET and PP containers from 0.25 to 10 litres for production lines reaching up to 36,000 BPH (depending on the model and the design of the container).



- » Max output speed: up to 36,000 BPH
- » Ideal solution to produce, fill and cap PET and PP containers
- » Models for containers from 0.25 to 10 litres
- » Volumetric electronic filling system (VMAG models) for conductive liquids such as still water and milk
- » Massic electronic filling system (VMAS models) for non-conductive liquids such as cooking oil

Benefits

of the BFS Smiform integrated system

■ Quick and simple format change

The production process can be easily optimised thanks to the great production flexibility and the reduced need for intervention during the various production stages.

The parameters of each container are saved in the operator's control panel, from where it is possible to select the desired format with a simple "touch" of the screen.

There is no need to replace mechanical parts on the filling module, while mechanical adjustments on

the stretch-blow moulding module and replacing the moulds and, if necessary, any equipment require just a few minutes and can be carried out by using the standard tool set supplied together with the machine.

Filling valves can be adjusted individually or together in order to minimise bottle transfer operations and optimise format change times.



■ High reliability levels for the stretch-blow moulding process

Smiform's stretch-blow moulding is based on cam technology: a solution that ensures maximum precision and high reliability.

In the event of a failure, the direct management of each individual stretch-blow moulding station from the POSYC operator panel offers the possibility to stop only the stretch-blow moulding stations concerned without interrupting production.

The "intellicavity" technology of the stretch-blow moulding module ensures a real-time monitoring of the whole production process; the integration of the electrical control board inside the preform heating module offers substantial benefits in terms of energy efficiency, as eliminating the control board connection cables prevents energy loss.



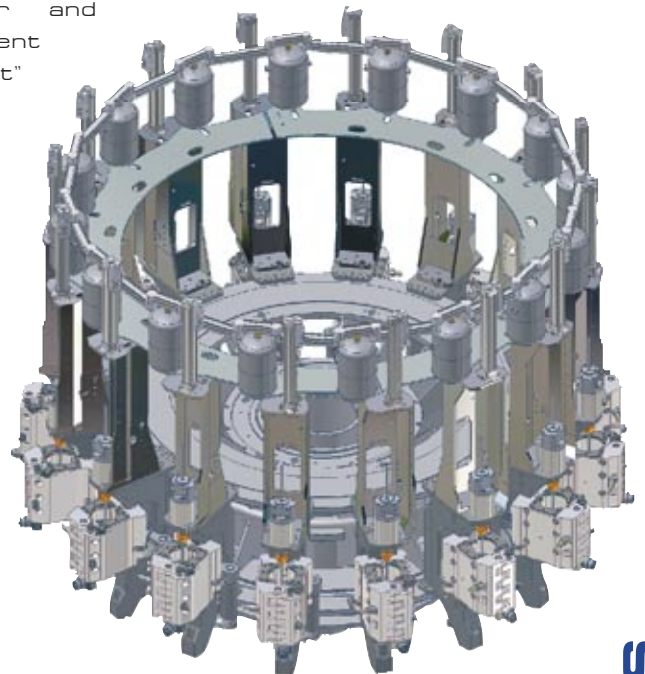
■ Air recovery system

The air recovery system included in all BFS Smiform's integrated systems uses eco-compatible technology, which ensures a considerable reduction of energy costs and up to 40% less compressed air.

Part of the air in the high-pressure blowing circuit is indeed recovered, recycled and reused both in the machine's pre-blowing and service circuit.

Moreover, the recovery system generates the overpressure air flow introduced in the hollow section connecting the stretch-blow moulding module and the filling / capping module.

This solution protects the stretch-blow moulding module's "dry" environment from the vapour and liquids of the adjacent filling module's "wet" environment.



■ **BFS systems:**
excellent accessibility and easy maintenance

BFS integrated system's compact and ergonomic design is the result of numerous technological innovations that have been introduced on the machine, which stands out for its "Baseless" technology-based design.

Indeed in the filling / capping module, the area underneath the bottles is completely clear.

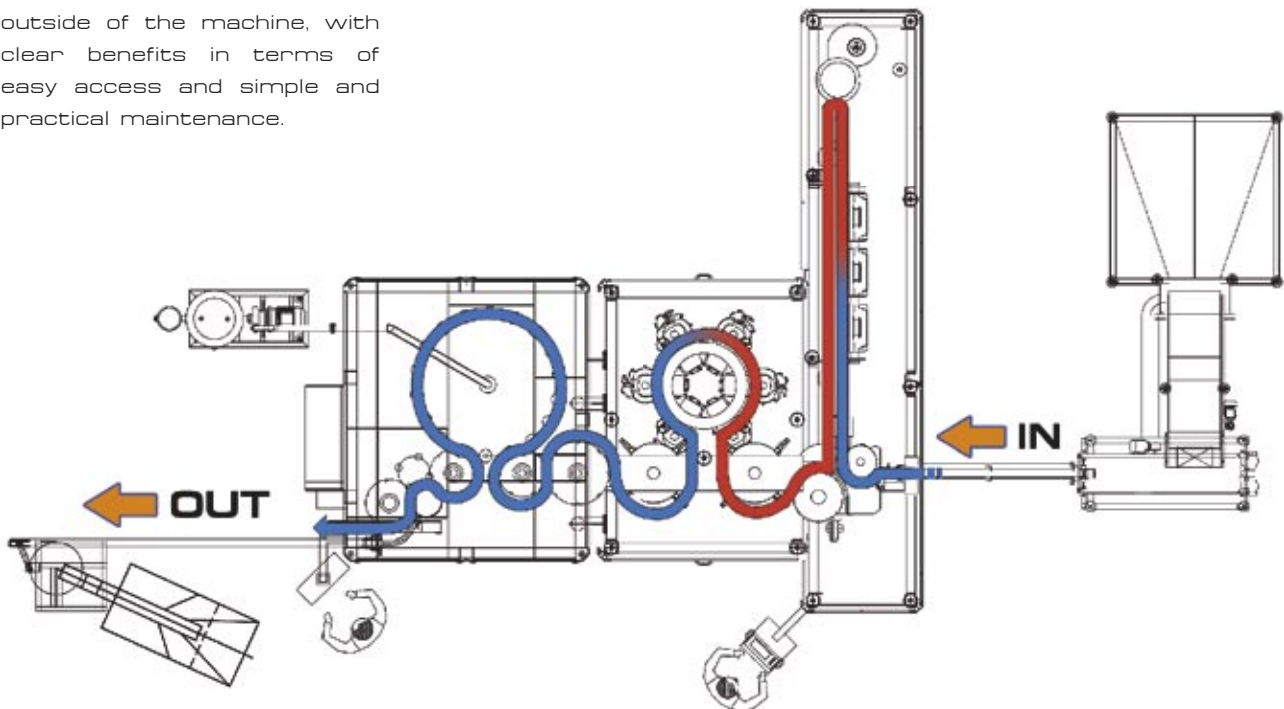
Such innovative solution ensures easy access to the system for operators for maintenance and cleaning operations and prevents deposits of liquids or production waste underneath the filling machine. Moreover, the filling module's power supply tank (which accumulates the liquid before this is introduced in the bottles) is fitted on the outside of the machine, with clear benefits in terms of easy access and simple and practical maintenance.

■ **Capping module: top-notch precision and functionality**

The capper featured in the BFS Smiform integrated system has a servo-motorised control to ensure maximum precision when applying screw caps.

When the capping module is designed, all critical elements of the process are carefully analysed, with the adoption of solutions that ensure maximum reliability and easy maintenance operations.

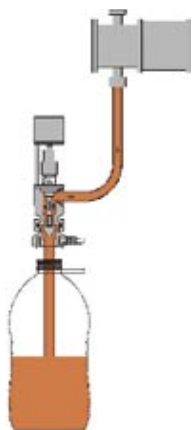
The caps' power supply hopper has been fitted on the outside of the machine at a height where it is easily accessible for the operator. Moreover, the caps are transferred to the capping module via a horizontal channel equipped with an air-



thrust system.

With these two solutions, emergencies due to cap jams are solved quickly and guarantee an efficient accumulation buffer that acts in the event of an interruption in the cap feeding process.

■ **Electronic filling:
no contact between the
bottle and the valve**



The stretch-blow moulding, filling and capping integrated system of Smiform's BFS series features an electronic filling process, which can be:

» **VOLUMETRIC ELECTRONIC**

(VMAG models), with magnetic flow measuring devices, for conductive liquids such as still water and milk;

» **MASSIC ELECTRONIC** (VMAS models), with mass measuring devices based on the Coriolis principle, for non-conductive liquids such as edible oil.

Both solutions ensure high filling precision, as a special measuring device positioned on each valve measures the amount of product introduced in the bottle.



The filling process is carried out at double speed (it starts fast and ends slowly), to prevent product spillage and ensures rapid filling with fewer valves, with the great advantage of reducing the number of mechanical moving parts and preserving the integrity and quality of the bottled liquid.



BFS SERIES

■ Compact, clean and safe system

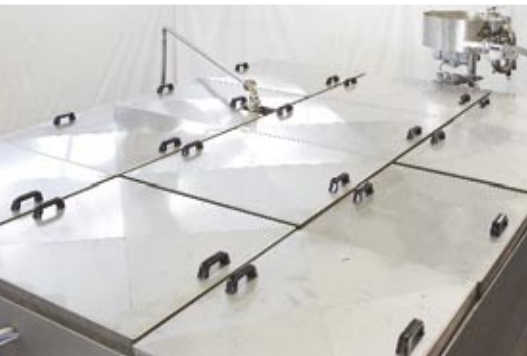
The filling module part of the BFS series' integrated system by Smiform has been designed to be an actual "filling room", where the lack of moving parts underneath the bottles ensures that the base of the equipment is clean and safe, as it prevents deposits of liquids or production waste.

Moreover, access to the filling/capping module during maintenance operations is very easy, whereas in traditional filling machines there are moving parts in the lower base.

Motors and transmissions of the BFS integrated system are placed in the upper part of the machine, in a fully dry leak-tight area insulated from the work environment; this solution allows to protect motors and transmission from any liquids and dust that would damage them and to prevent lubricants from falling onto the underlying filling and capping modules.

The filling module's upper base, made of AISI 304 stainless steel, is supported by sturdy columns that give the entire system maximum stability even at high production levels.

Moreover, the overpressure air flow in the hollow section connecting the stretch-blow moulding module and the filling / capping module protects the "dry" environment of the stretch-blow moulding module from the vapour and liquids of the "wet" environment of the filling module.





MP multipacker:

great flexibility, great outcomes.



Smiflexi's packers of MP series includes fully automatic machines for the packaging of rigid containers in overwrapping cardboard sleeves at the maximum speed of 300 packs/minute.

Products can be packed in OTT (Over The Top) or NT (Neck Through) configuration, with the possibility to add a top/bottom retaining flap in order to strengthen multipacks coming out of the machine. MP packers can also produce "clip-packs" and bundles provided with built-in handle or resulting from the superimposition of two layers of product.

MP SERIES:
innovative and versatile packaging solutions.



> stretch-blow moulding machines > shrinkwrappers and tray packers > wrap-around casepackers > conveyor systems > palletisers



Smipack.

■ NEW FP8000CS AUTOMATIC L-SEALERS

Smipack presents the new version of its FP8000CS automatic L-sealers.

Technological innovation is at our clients' service and from today they have a new packaging machine model that is able to ensure high operating efficiency levels, is easy to use and comes with improved access for maintenance purposes.



■ The FP series of automatic L-sealers by SMIPACK provides an effective solution to market demand in terms of technological innovation, operating efficiency, easiness of use, accessibility for maintenance purposes and price/quality ratio.

Suitable for an output of up to 3,000 packs per hour, the FP models are very versatile and can pack a wide range of products with various shapes, sizes and weight either individually or grouped together into preset packs.

SMIPACK recently launched its new FP 8000 CS model for the production of up to 1,800 packs per hour.

The automatic L-sealers part of the FP series distinguish themselves from

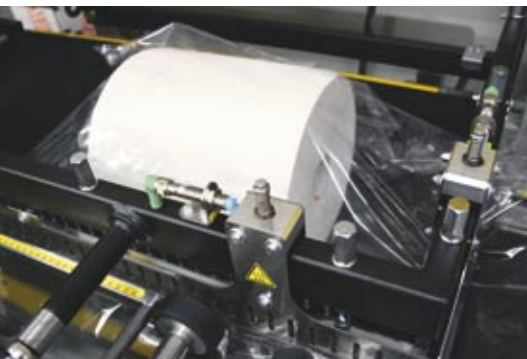
other similar products available on the market thanks to their excellent price/quality ratio and their design which offers clear benefits in terms of easy maintenance and low servicing costs, thus increasing the investment value.

All the models part of this range are available either with or without heat-shrinking tunnel and shrink-film packing process can be carried out with both polyolefins and polyethylene.

With the new SMIPACK FP 6000 and FP 8000 CS packaging machines it is also possible to use single-fold polyethylene film reels open on either side.

The machines are very easy to manage and maintain, thanks to the



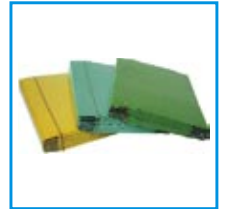


new control panel fitted on the front of the machine, which features more rows to make it easier to read information.

Format changing, reel and replacing both infeed and outfeed belts are now easier and quicker compared to previous solutions.

This means there are valuable benefits for users: minimum maintenance equals to improved machine performance levels and lower management costs.

All control and management operations of the FP 6000 and FP 8000 CS machines rely on the high-tech Flextron® system, which allows to save up



to 20 different working programmes, monitor the opening of the sealing bar, set the sealing time, adjust the sealing temperature for both the length and width of the sealing bar,



change the speed of the conveyor belts, activate the conveyor closing system and generate various statistics related to the process (instantaneous production, machine output, faulty packs check, etc.).

The Flextron Electronic Controller® is based on a long-standing and reliable technology and uses a "master" unit with a 16-bit microcontroller and a series of devices used remotely to manage signal and power I/O.



FP6000 - FP6000CS - FP8000CS

Main features

- PTFE-coated sealing blade
- Continuous cycle sealing
- Flextron® control system equipped with:
 1. alphanumeric LCD control panel provided with a 16-bit microprocessor card and solid state relays
 2. modular power section made up by:
 - power card (Power Base)
 - independent inverter cards
 - IN/OUT (inlet/outlet) control modules
 This system allows a simple and precise control of all the machine operations, such as:
 - » automatic control of the sealing bar height
 - » double adjustment of the sealing blade temperature, both lengthways and broadways
 - » sealing time adjustment
 - » possibility of packing single packs or multipacks
 - » speed of conveyors electronically adjustable from the control panel
 - » process statistics:
 - piece counter
 - measurement of the pack length
 - real-time output
 - machine performance
 - control of irregular packs
- Film that can be used: Polyolefins and Polyethylene
- Reduced power consumption
- Compliance with CE regulations

FP6000 Model

- Output up to 2400 packs/hour
- Sealing bar: 640 x 510 mm
- Maximum pack height: 150 mm
- Conveyor closing system included in the machine price
- 20 on memory programs
- Available on request in stainless steel

FP6000CS Model

- Output up to 3000 packs/hour
- Sealing bar: 640 x 510 mm
- Maximum pack height: 200 mm
- Conveyor closing system included in the machine price
- Motorized center seal system
- 20 on memory programs
- Available on request in stainless steel

FP8000CS Model

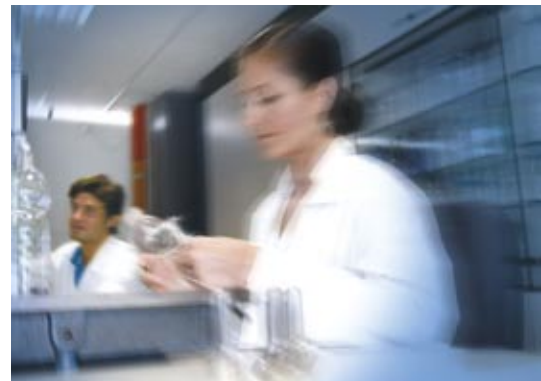
- Output up to 2100 packs/hour
- Sealing bar: 840 x 710 mm
- Maximum pack height: 250 mm
- Conveyor closing system included
- Motorized center seal system
- 20 on memory programs

Smilab:

two years of innovations

■ Just after two years from its creation, the SMILAB Research and Technology Transfer Centre (accredited by the Region of Lombardy and MIUR, the Italian Ministry of Public Education) is already active in a number of research, innovation and training projects in partnership with top universities and many businesses, with the financial support of local, national

and European bodies. The activities carried out by SMILAB's laboratories cover a number of fields, with special emphasis on the following: scientific and technological research, prototype experimentation, development of products and processes, technology transfer, staff training and development of new standards.



■ Innovation & Research

Innovation and research activities cover a number of topics and sectors and are conducted in a working environment focused on technological excellence, lower environmental impact and high energy savings for the design and production of:

- Models and simulations of products and processes
- IT systems, automation software and HMI
- Data collection and supervision software
- Environmental control and domotics software
- Integration software for communication systems and networks
- WEB and WEB 2.0 solutions and management software integration
- Software testing and verification
- Electronic systems for industrial automation
- Fieldbus interface firmware
- EMC pre-compliance tests for small devices
- PCB development services according to client's layout and specifications
- Mechanic and cinematic design services
- Static and dynamic characterisation of synthetic and metallurgical material
- Structural analyses using implicit and explicit methods
- Measuring equipment and equipment static and dynamic analyses of complex structures



Renewable energy: “solar park control system” project

■ Protecting the environment is one of the biggest challenges that the world of technological research will have to face over the next decades, with the primary goal of developing efficient and low-cost systems to produce electricity from renewable energy sources (solar, water, wind, geothermal power), that are almost unlimited and with virtually no environmental impact. At any given moment the Sun transmits 1367 watts per m².

Bearing in mind that the Earth is a sphere that rotates, the average solar radiation is, at European latitudes, of around 200 watts per m². By multiplying this average power/m² by the surface of the Earth's



hemisphere exposed to the Sun each instant, the result is a power over 50m GW (one GW - gigawatt - is around the average power of a large electric plant). Therefore the amount of solar energy that reaches the Earth's surface is huge, around 10,000 higher than all the energy used by humankind.

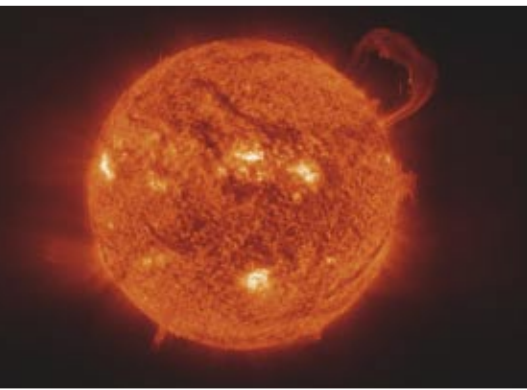
However, its level of concentration is low, in the sense that one needs to collect energy from a very wide area to obtain a significant amount of energy and it is very difficult

to convert it into a form of energy that could be used with acceptable efficiency levels.

Photovoltaic panels with solar “trackers” are one of the most promising technological innovations available.

The activity carried out by SMILAB in this sector has led to the creation of a control system that adjusts the movements of individual trackers located in Spirano's Photovoltaic Solar Park near Bergamo.





A solar photovoltaic park with "tracking systems" is composed of a number of small groups of solar panels that, instead of having a fixed orientation, are designed to rotate towards the sun and follow its movements.

This system increases annual output by 30-40% compared to fixed solar panels and allows to considerably reduce CO2 emissions generated by the process.

There are two kinds of tracking systems: single-axis and "sunflower trackers", a technical term used to identify dual-axis panel tracking systems.

Spirano's Solar Photovoltaic Park with tracking systems covers an area of 43,000 sq m and, thanks to its 92 imposing "sunflowers" (the dual-axis tracking system), it is the largest system of its kind in the Lombardy region.

The system belongs to Sines Energia (a joint venture created by SER, Sistemi Energie Rinnovabili

Srl, and Colosio Spa) and at peak times it can reach an output of one megawatt.

Spirano's Solar Photovoltaic Park was inaugurated on 19th June 2010 and, as well as being used to generate electricity, is also used as an "educational path" by technical secondary schools and universities as part of their curricular activities and to raise awareness about the use of renewable energies to protect the planet.

SMILAB's experts have created a "centralised" control system, with a master central unit and a remote unit mounted on each tracker.

The central unit "directs" each tracker in real time, sending them the commands and the position they should reach to be perfectly aligned with the Sun.

The master unit also detects solar radiation and

wind speed. If there is too much wind or not enough solar radiation, the central unit sends each tracker a safety command, so that it moves into the most suitable position.

The system requires minimal wiring, as the central unit and the remote units communicate via the electric power supply cable, thanks to a solution based on a LonWorks platform.

The central unit is equipped with a proprietary "Scada" system, which can be accessed online, and through which users are allowed to view the operating status of the system in real time.

It is also possible to integrate the management of the communication signals with the inverters in the main system, which allows users to monitor productivity levels of the whole system from just one point of control.





Smiline conveyor belts: perfectly synchronized movements



The transport of containers and products from a machine to another within a bottling line is a crucial factor in order to ensure high performance standards.

Smiline logistic systems are designed to fully meet the end user's demand for fluidity, flexibility and efficiency, thanks to a newly conceived automation and control system guaranteeing the best yield in any step of the production cycle.

**SMILINE: the ultimate choice
to convey your products.**



> stretch-blow moulding machines > shrinkwrappers and tray packers > wrap-around casepackers > conveyor systems > palletisers

Events and conferences: the “Smilab Days”

■ SMILAB also organises a series of events and conferences called “Smilab Days”, during which high profile speakers - researchers, academics and businesses - discuss key technical and scientific issues, such as nanotechnologies, the digitalisation of paper-based documentation and renewable energies. After the “Nanoday” conference on the world of nanotechnologies, SMILAB held the “Export Day”: instruments, opportunities and incentives to export were the main topics discussed during the event. In a globalised economy, where there are no more barriers from a “virtual” point of view, commercial



exchanges with other countries have become a growing phenomenon. Businesses are being forced to stretch beyond their business environment, beyond both national and EU boundaries by the dynamics of the “new economy”.

International business trends require operators to acquire a growing amount of knowledge regarding the procedures to manage operations



correctly. Faced with the constant stream of new regulations, which have a significant impact on business exchanges with foreign countries, SMILAB identified demand from export companies to have access to updated information on customs, fiscal and currency procedures related to sales abroad.

The **“E-Paper Day”** was held thanks to the collaboration between SMILAB and CREDEMTEL, part of Gruppo CREDEM (Credito Emiliano),

a provider of online crediting and payment management services to banks and businesses via its CBI remote banking service since 1989. The main topic of discussion was “document digitalisation”, that is to say the importance and state of critical urgency of “electronic storage” of corporate documents.



The management of paper-based documents (invoices, orders, reminders, business communications, etc.) within a business environment, especially in the administrative services area, is often largely based



▪ The importance of ongoing training

SMILAB is an “incubation” centre for ideas, projects, knowledge and talent. Sharing experiences and working practices means making a wealth of scientific, technical and cultural knowledge and experience in constant evolution available to the community through a wide range of training schemes and “knowledge transfer” programmes.

In its “Smilab Campus” area SMILAB holds an array of training and refresher courses addressed to Smigroup staff and to all operators interested in growing and sharing knowledge and experience. Of the courses currently available, some focus on the topics below:

- Autocad 2D - Mechanical
- Sealing - Beginners
- Leadership & Communication
- Complexity Management
- Business Negotiation
- International Terms of Payment
- Health and Safety at work
- Foreign languages - intermediate and advanced levels.

“Smilab Campus” also promotes a series of innovative training programmes called “Education Enterprise Projects”. The courses, held in partnership with technical and scientific secondary schools, aim at bringing the world of education and working environments closer. Students are introduced into a working group with representatives from schools and businesses that create and manage a real project in the context of a business environment, following all preparation, production and application stages “on the job”.



■ Integrated services for companies

SMILAB offers a broad portfolio of services and projects for grant awards and funds for research and innovation, as well as consultancy services and technical support for regional, national and EU competitions mostly directed at SMEs.

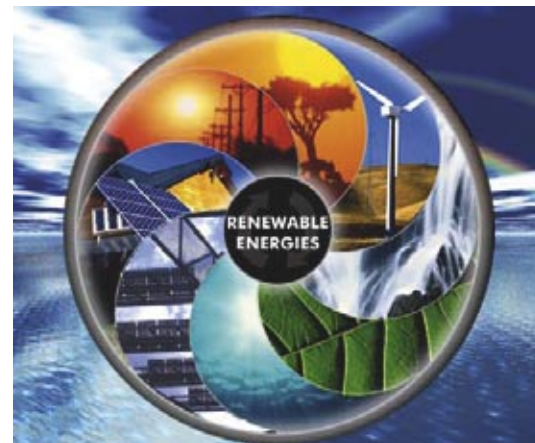
Regions, Ministries and numerous EU bodies periodically offer entrepreneurs various forms of financial support (tax relief schemes, subsidised or non-refundable loans, economic incentives) to support new research, development and training investment programmes.

SMILAB presents itself as a qualified business to assist companies design, present and manage research and innovation projects that can be funded with public funds.

Consultancy services for businesses begin by designing an innovative idea to fund and end with the last instalment of the grant obtained.



conference is the result of SMILAB's growing commitment towards the development of innovative technologies to produce energy from renewable sources. Renewable energies (solar, wind, water, geothermal) represent the main path towards global economic growth in the future, as, they have a zero environmental impact given that they do not produce greenhouse gases or polluting waste. The industrial sector is showing greater interest for the "green" economy owing to the considerable advantages it offers, ranging from energy supply to reduced costs to protect the environment in the manufacturing world.



on manual work and the frequent duplication of information. This involves high management costs and an inefficient use of personnel. Today current legislation allows companies to eliminate paper from their offices and technology makes this simpler and more economical. The **"Energy Day"**

Among the most notable projects developed by SMILAB in the renewable energy sector are the "Solar Park Control System Project" (p. 47 - 48) and the "Public LED Lighting Project".

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“Prize of Prizes”

SMI receives award from Italian President Giorgio Napolitano



■ On the occasion of the National Day of Innovation (June 8th 2010), SMI has been awarded by Italian President Giorgio Napolitano with the “Prize of Prizes”.

By such prestigious award the government highlights the importance conferred on companies, as well as public and private institutions, as major players in the innovation process and joins their efforts towards the social, economic and

scientific development of the country.

During the official ceremony held at Palazzo del Quirinale in the presence of the Italian President, the parent company SMI, represented by the Associate Director Arsenio Nava, was awarded for “the company’s ability to grow thanks to constant investments in innovation”.

SMI Group has always distinguished itself for its

strong corporate mission based on the research and development of new technologies (to the point that every year it invests around 4% of its turnover in R&D), quality products and eco-friendly policies, as well as a strong focus on human resources development.

All corporate divisions of SMI Group have managed to combine technology and culture, design and innovation, efficiency and sociality: such mix of elements, together with a flexible approach to consumer demand, have enabled the group to set new technological standards in the packaging world and to establish long-term partnerships with the main players in the food & beverage industry.





"For years SMI Group has given top priority to research and development," says SMI Associate Director Arsenio Nava. "Our company is adequately structured to meet the challenges that the market will present to us. Being awarded the prize stands as an endorsement of a successful business strategy based on innovation".

As well as SMI, another 27 Italian companies were given the "Prize of Prizes" for their commitment towards innovation.

The "National Day of Innovation" is based on two key aspects: the "Corporate Award for Innovation 2010", aimed at presenting organisation and strategy models focused on growth based on innovation, and the "Prize of Prizes", which is instead awarded for entrepreneurial skills and aims at encouraging creativity in order to develop a culture of change within companies.

▪ "Enterprises for Innovation" award

At the end of the third edition of the "Premio Imprese per l'Innovazione", SMI was among the companies included in the "Prize" category and received the award in Rome on the occasion of an event held by the Italian industrialists' association Confindustria on July 20th 2010.

The award (which is bestowed in accordance with EFQM - European Foundation for Quality Management standards) is an endorsement given to companies that want to emerge and meet the challenges set by globalisation and competition using their talent for innovation. A total of 143 companies based in Italy, including member companies and non-member companies, took part in the third edition of the competition. The three selection stages, which included hundreds of businesses, led to a group of 31 firms which were included in one of the four award categories: Award, Prize, Special Mentions and Finalists.

▪ "Achievements at work" award

Innovation represents a fundamental principle for economic, cultural and social growth of SMI Group's companies and is even more important given the current economic situation, which requires constant progress to oppose increasingly fierce competition from emerging countries. Paolo Nava, Arsenio Nava and Bruno Nava, who are at the head of SMI GROUP, were among the business representatives at the "Eccellenze al lavoro" award for achievements at work, held at Confindustria's offices in Bergamo on July 5th 2009. The award celebrates the best companies that have been able to distinguish themselves for their commitment, dedication and ability to innovate.



Smilab at Expo 2010

for “Italy of Innovators”



people presented, sold and exchanged all kinds of products.

Nowadays, the term “Expo” refers to a big global event that attracts the attention of mass media for as much as six months and which therefore represents an extraordinary marketing and advertising instrument for the country hosting the event. It is not surprising that there is a fierce competition between countries to hold the event.

This year the event was held in Shanghai, China’s most cosmopolitan country, and the theme set by the organisers was “Better City, Better Life”.

Italy attended Expo 2010 with its own pavilion, an

■ The Expo is a non-business Universal Exposition (and therefore not a trade fair), organised by the country that wins a tender and involves the participation of other countries which are invited by the country hosting the event through diplomatic channels.

The first Expo was held in London in 1851 and its success drove other countries to organise

similar initiatives, such as the Expo held in Paris in 1889, famous for the Eiffel Tower built on that occasion.

This is the showcase par excellence, where the participating countries exhibit the best of their craftsmanship and of their industrial and artistic manufacturing. In theory “Expos” originated from great trade fairs held in the Middle Ages, where





area covering 3,600 sq m and 18m high designed around the theme "City of Man - living the Italian way", designed by the General Commissariat in partnership with the Triennale di Milano.

The highlights of Italy's pavilion are encapsulated in the theme "combining high-tech solutions and design, finding a synthesis of the skills and knowledge of craftsmanship, integrating food culture and local areas, art and science, history and future.

Shanghai's Expo represented a great showcase for Italy's achievements, which include the SMILAB Research and Technological Transfer Centre (CRTT) SMILAB representing the SMI Group. SMILAB was selected, together with another 264 Italian businesses, to display the country's achievements in the fields of innovation and technology at Expo Shanghai 2010.

On the occasion of the Italian participation to the Expo which this year was planned according to the theme "Better City, Better Life", Renato Brunetta, Minister of Public Administration and Innovation, and Beniamino

Quintieri, the Government's General Commissioner, opened the exhibition "Italy of Innovators", which ended in a temporary exhibition and side events dedicated to the technological achievements of Italian companies.

The aim of the event was to showcase the talent and creativity for which Italy is famous around the world. All the projects presented by Italian companies, consortia, universities, research centres, scientific and technological pools focused on technological innovations for cities, citizens and quality of life.



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ITALIA
expo shanghai 2010
上海世博会意大利馆

■ The “C-Sun” project

At Shanghai's Expo SMILAB presented its “C-Sun” project, a photovoltaic panel that concentrates sun rays on one spot to increase the amount of electricity produced.

On a like-to-like basis, the innovative “C-Sun” concentration system also allows to use smaller panels and reduce production costs compared to traditional solar panels.

The Italian Pavilion in Shanghai was one of the areas that attracted the highest number of visitors, with a presence of around 30,000 people every day.

SMILAB's project, together with the other Italian projects selected for the event, presented Italy to the world as a country of innovators.

The event held in Shanghai represented the stepping stone for the research and innovation activities carried out by SMI Group's Research Centre abroad.



■ “Better City, Better Life” with a distinctive Italian look

The theme set for the 2010 Expo, “Better City, Better Life”, seems to have been chosen expressly to highlight Italy's technical, historical and artistic peculiarities.

The challenge was taken and interpreted to design a pavilion that looks like a “City of the future”, where people can once again play an active role and where the concept of livability plays a leading role.

The Italy Pavilion at the 2010 Expo in Shanghai is an area with a futuristic design consisting of several areas with different sizes and irregular shapes, connected through steel bridges that reveal the structures connecting them.

The use of transparent concrete and loopholes, reminiscent of the narrow alleys between buildings, give an extraordinary luminous effect to the inside of the complex.

The photovoltaic elements integrated in the glass used for the exteriors act as a protection from sun rays, while the building's lighting system not only delimits each area, but also has energy saving purposes.



The idea behind the project originated from the need to combine Italy's “savoir vivre”, the art of living well, in traditional spaces where people socialise, such as squares, alleys and small towns with the innovation represented by eco-compatible materials projected towards the future.

The pavilion presented to the Expo's thousands of visitors of the event the values linked with the Italian culture and the traditions of the country hosting the event, with a homage to Shanghai and the children's game “pick-up sticks” which in Italy carries the same name of the country's capital.

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Smigroup on the net: a more accessible website thanks to a new home page



■ Smigroup renews its www.smigroup.it website.

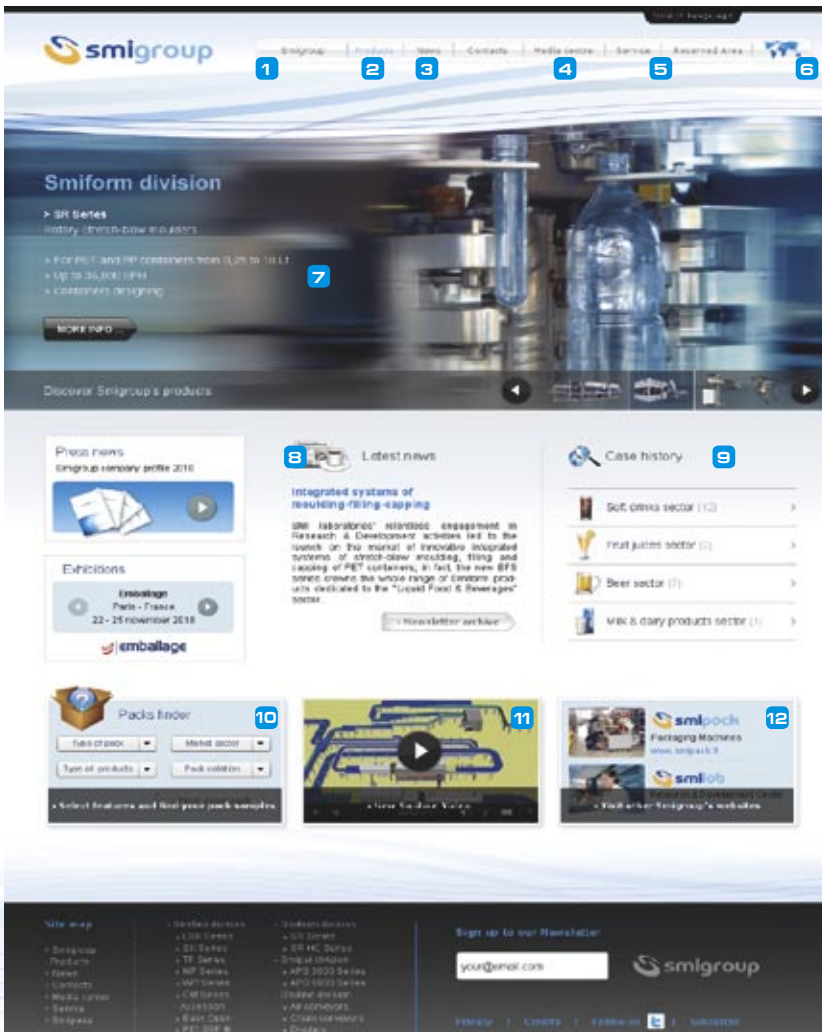
The new platform is the natural evolution of the restyling of the group's corporate image launched in 2009 with the introduction of its new logo.

The design of the new website takes into account the industry's growing need to improve external communications, making information on the

company, people to contact, its product range, news and innovation, trade fairs and events, ect. easier and simpler to access for users.

Access to content on the site www.smigroup.it has been improved by introducing a series of links and references in the home page that are easier and quicker to view, thanks to user-friendly

icons that allow users to obtain the information they need in just a few clicks, whilst still maintaining a strong connection with the previous website, so as to maintain a familiar look for regular users of the website.



The home page, which reproduces the curves and dynamic design of the logo, has been transformed into a constantly updated “window” available to clients and internet users.

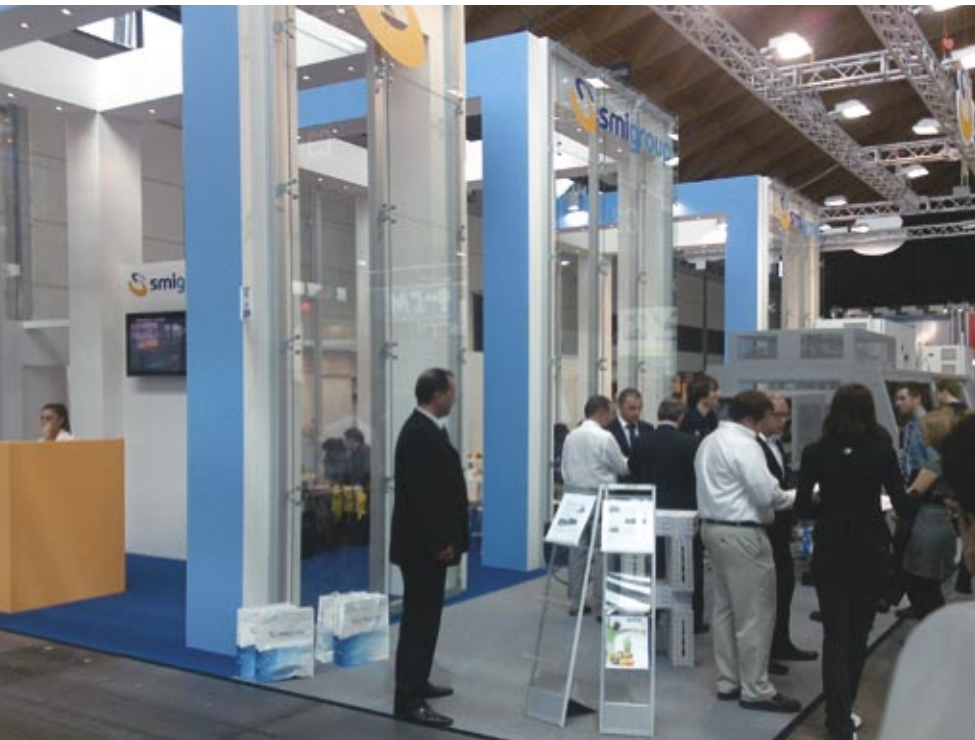
The initial “slide-show” offers a comprehensive overview of SMI’s product ranges, while the area dedicated to news will keep the user updated with the latest newsletters, leaflets and videos.

Users will be able to create a packaging solution for the desired product by selecting the required features. Moreover there will be a dedicated area to search through our case histories according to market sector.

■ The sections of the new website

- 1 THE SMI GROUP: discover our “Mission” and view company-related data.
- 2 PRODUCTS: the complete range of SMI’s products.
- 3 NEWS: news, newsletters, articles, trade fairs and events.
- 4 MEDIA CENTER: photos, catalogues and videos of each of our product lines.
- 5 SERVICE & RESERVED AREA: access to the “Smipass” platform for customer support or for technical documentation.
- 6 SALES & SERVICE NETWORK: contact our staff using the interactive map.
- 7 “SLIDE SHOW”: discover immediately Smigroup’s products and related information.
- 8 Keep up to date with the latest news from the Smigroup world.
- 9 Read our “case histories”, choosing the sector you are most interested in.
- 10 Create your desired packaging solution and discover which SMI machine best suits it.
- 11 Watch our videos on the latest news from Smigroup.
- 12 Visit the websites of the other companies part of the group: www.smipack.it and www.smilab.info

Trade fairs: a 2010 full of events



■ 2010 has been a year full of events and trade shows, including a newcomer: the first edition of PACKOLOGY - the Packaging and Processing Technology Exhibition - was held in Rimini from 8th to 11th June where SMI presented for the first time its new wrap-around case packer Smiflexi LWP 25, designed for an output of up to 25 ppm.

In America, Smigroup once again attended FISPAL 2010, an event held in Sao Paulo in Brazil, and EXPO-PACK in Mexico City.

On the occasion of these two important events, parent company SMI displayed two models of its high-speed automatic shrinkwrappers part of its Smiflexi SK series: visitors at the Fispal trade fair were able to view the

technical features of SK 452/F double-lane model, and the features of its SK 600/F single-lane model at Expo-Pack.

Today shrink film packaging is the most common packaging solution in the food & beverage sector, as it is economical, flexible and customisable thanks to the various printed films available on the market.

Brazil and Mexico are dynamic markets in constant evolution, where bottling companies are continuously seeking high-tech solutions such as the machines presented by SMI.

SMI's participation to PROPAK ASIA, held in Bangkok, Thailand, and to





An equally important opportunity to present the latest products in the secondary packaging sector is the EMBALLAGE International Exhibition held in Paris.

The 2010 edition of the exhibition is expected to be full of innovative solutions and events, which visitors will be able to see and attend in the four days of the event also at Smigroup's stand.

CHINA BREW & BEVERAGES, held in Beijing, China, confirmed the strategic importance of the Asian economy.

In late 2010 Smigroup's companies attended the US trade fair PACK EXPO (Chicago, October 31 - November 3), the "Packaging Wall of Excellence" and "Petnology Europe 2010", both held in November in conjunction with the BRAU BEVIALE trade fair in Nuremberg.

At the SMI USA Inc. stand at PACK EXPO, the most important packaging event in the US and the second-largest in the world in terms of visitors and exhibitors, SMI presented its Smiflexi SK 450/T shrinkwrapper, which can package various types of products using film only, cardboard pad + film, cardboard tray only, cardboard tray + film.



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